

**GOVERNOR'S ADVISORY COUNCIL ON AGING (GACA)  
MARKETING AND OUTREACH TASK FORCE**

**Mission of the Governor's Advisory Council on Aging:** to enhance the quality of life for older Arizonans. The Council advises policy makers and state agencies and works with local communities, private enterprises and older adults across Arizona to accomplish its mission.

**MEETING DATE: Thursday, January 5, 2012  
2:30 pm – 4:00 pm**

**Arizona State Capitol Building  
Governor's Office on Aging  
1<sup>st</sup> Floor Conference Room  
1700 West Washington Street  
Phoenix, Arizona 85007**

**AGENDA**

*The Committee will discuss and may take action on the following matters.  
Members will attend in person or via conference calling.*

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| I.   | Welcome, Introductions, Review & Approval of Minutes                             | Roger Forrester, Task Force Chair              |
| II.  | Discussion<br>Review the Top Three Needs & Determine the Marketing Needs of Each | All Task Force Members                         |
| III. | Break Out Groups   | All Task Force Members                         |
| IV.  | Report Back of the Groups' Discussions   | Kim Jennings, Joel Millman,<br>Roger Forrester |
| V.   | Next Steps<br>Individual homework assignments for the next meeting               | All Task Force Members                         |
| VI.  | Announcements (No Action to be Taken)  | All Task Force Members                         |
| VII. | Adjourn  | Roger Forrester, Task Force Chair              |